

Apparel and Footwear in Spain

<https://marketpublishers.com/r/A283C3140AAEN.html>

Date: November 2023

Pages: 94

Price: US\$ 2,100.00 (Single User License)

ID: A283C3140AAEN

Abstracts

Retail sales of apparel and footwear in Spain registered a slowdown in growth in both volume and constant value terms in 2023, with the high cost of living being the key factor behind this trend. With many households exposed to rising interest rates, given the high concentration of variable-rate mortgages, Spaniards saw a decline in their real disposable incomes. While the rate of inflation showed signs of easing during the second half of the year, due to lower energy prices, consumers exercised...

Euromonitor International's Apparel and Footwear in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Apparel and Footwear in Spain

Euromonitor International

November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN SPAIN

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weaker performance in 2023, as women cut back on discretionary spending

Return to pre-pandemic lifestyles presents supports demand for womenswear, but home-working trend has negative impact on formal clothing

Fast-fashion brands remain popular with younger customers

PROSPECTS AND OPPORTUNITIES

Sluggish performance for womenswear

Sustainability will continue as a key focus

Focus on larger sizes could present opportunity for mainstream womenswear retailers

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in growth for menswear, while changing working patterns facilitate shift from formal to informal styles

Clothing preferences are linked to climate change

Zara leads competitive landscape

PROSPECTS AND OPPORTUNITIES

Muted growth expected, as interest rate hikes take their toll

Sustainable fashion will grow in prominence, but price will remain key deciding factor in purchasing decisions

Players will focus on needs of different generations

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023

Table 32 Sales of Menswear by Category: Value 2018-2023

Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Menswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Menswear: % Value 2019-2023

Table 36 LBN Brand Shares of Menswear: % Value 2020-2023

Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 40 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 41 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 42 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 43 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 44 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 45 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 46 Forecast Sales of Menswear by Category: Value 2023-2028

Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smaller retailers suffer as price becomes an increasingly important consideration

Falling birth rate continues to erode sales

Social media shapes young fashion trends

PROSPECTS AND OPPORTUNITIES

Demographic and economic trends will hamper growth

Social media platforms will grow in importance

Players will revamp their bricks-and-mortar stores in order to boost traffic

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slow growth for sportswear, despite keen interest amongst Spaniards in sport and fitness

Mainstream players invest in sportswear ranges

Decathlon invests in new store concepts to entice customers

PROSPECTS AND OPPORTUNITIES

Recovery of sportswear will be impeded by uncertain economic outlook

Continuation of athleisure trend provides opportunity for sportswear manufacturers

Players to upgrade the physical store experience

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans benefits from its status as wardrobe staple, but trading down is unavoidable in 2023

Some evidence of polarisation of demand, in light of tough economic situation

Levi's leads fragmented market

PROSPECTS AND OPPORTUNITIES

Economy jeans will see strong demand, in light of ongoing economic uncertainty

Sustainable jeans will gain traction

Body positive movement expected to stall, as thinness is seen as integral to body image

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023
Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023
Table 69 Sales of Jeans by Category: % Value Growth 2018-2023
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023
Table 71 Sales of Men's Jeans by Category: Value 2018-2023
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023
Table 75 Sales of Women's Jeans by Category: Value 2018-2023
Table 76 Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 77 Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 78 NBO Company Shares of Jeans: % Value 2019-2023
Table 79 LBN Brand Shares of Jeans: % Value 2020-2023
Table 80 Forecast Sales of Jeans by Category: Volume 2023-2028
Table 81 Forecast Sales of Jeans by Category: Value 2023-2028
Table 82 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 83 Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 84 Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 85 Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 86 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 87 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 88 Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 89 Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 90 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 91 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unsettled economy has negative impact on sales

Sheer hosiery increasingly viewed as unfashionable option

Calzedonia continues to lead sales

PROSPECTS AND OPPORTUNITIES

Consumer price consciousness will limit growth

New working habits will shape sales

Ageing population will help to boost demand for functional hosiery

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023

Table 93 Sales of Hosiery by Category: Value 2018-2023

Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Hosiery: % Value 2019-2023

Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 101 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lifting of remaining face mask restrictions hinders growth in apparel accessories

Relaxation of work dress codes and warmer temperatures impact demand

Private label gains ground

PROSPECTS AND OPPORTUNITIES

Unfavourable economic conditions will curtail discretionary spending

Continued working from home trend will continue to hamper sales

Growing consumer preference for experiences over material gifts

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cash-strapped Spaniards eschew discretionary purchases

Sustainability comes at a price

Nike lose ground to local players

PROSPECTS AND OPPORTUNITIES

Lifestyle changes to shape footwear, but consumers will remain cost conscious

Increased segmentation by footwear players

Climate change will have greater impact on footwear industry

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in Spain

Product link: <https://marketpublishers.com/r/A283C3140AAEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A283C3140AAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970